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# PUBLICATIONS

## News Notes

By HARRY MILEHAM, Extension Specialist, Publications  
Division of Extension Information



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### PLEASED T' MEETCHA, JIM!

Meet Jim Farmer! We know you will want to. He's a cartoon Alabama farmer who comes to life in a bulletin on the 1947 Agricultural Conservation Program for Alabama.

The bulletin was published by the Alabama Extension Service as Circular 350, "Meet Jim Farmer..." It was prepared by the Research Interpretation Council of the Alabama Polytechnic Institute, headed by Dr. Paul Irvine. Louis Brackeen, Cotton State extension editor, sent us the copies, which are going out with this issue of Publications News Notes.

Here's how Jim Farmer came about. A. W. Jones, Alabama director for the Production and Marketing Administration, asked the Interpretation Council to score the official ACP handbook. The estimate was about 10th-grade level--too hard for farmers to read.

"All our farmers need to know about our new farm program," Mr. Jones said. "Can't you explain it on paper so they can understand it?"

The Interpretation Council went to work in cooperation with the State PMA staff. Later the Autauga County PMA Committee and office staff were consulted. In 10 days, the council had a complete cartoon booklet featuring Jim Farmer and the ACP. Mr. Jones liked it. When the State PMA Committee saw it, they liked it, too.

P. O. Davis, Alabama extension director, is a member of the State PMA Committee. The booklet made such a hit with him that he volunteered to publish it. One hundred thousand copies were printed. They were sent to county agents and distributed by them in cooperation with 3,000 community committeemen. Each committeeman got 30 copies to distribute in his community.

How do you like the bulletin? The text is estimated at about 6th-grade level, according to the Flesch readability formula. A majority of Alabama farmers can read material at this level. The text and pictures together make a booklet which we'll bet farmers like to read.

### PRINTING BOOKLETS AVAILABLE

Are you interested in having a set of brief manuals on printing, typography, paper, reproduction of pictures, mailing lists, and the like?

United States Department of Agriculture • Extension Service • Washington 25, D. C.

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J. H. Watson, of the advertising department, S. D. Warren Co., 89 Broad Street, Boston 1, Mass., has offered to send you the company's series of nine booklets entitled "How To Plan Printing To Promote Business." This is a valuable series of reading and reference bulletins on the graphic arts.

If you would like to get them, write to Mr. Watson. Maybe you should mention his offer carried in Publications News Notes, since distribution is being made primarily to people who are enrolled by paper salesmen. The booklets are mailed at 2-week intervals.

Mr. Watson told us also that his company has two other booklets available which might interest you. One is "How Will It Print by Offset?" The other is "Work-book for Planning Printing." A request to Mr. Watson will bring you these.

#### BLUE CHIP

Louis Franke, Texas extension editor, tells us, "We brought in Mark Adams (USDA BAE, FAS, OIC, OSS, Navy) as a consultant on publications. He commutes between here and his publishing plant at Austin and gives us around 3 days a week. Mark has already translated a phrase in a manuscript on mineral rights and land prices ... 'the psychology of imminent wealth' to 'the gambling fever.' I think that's a good beginning."

#### RAISING DAIRY CALVES

At the Northeast AAACE meeting in New York earlier this month we had a chance to look at the page proofs for Vermont's new extension bulletin on raising dairy calves.

They looked mighty good to us. Vermont has been circulating the page proofs among the Northeast extension services and taking orders from those interested in having copies printed. In case you'd like to get in on this opportunity, we suggest that you write to Kathleen Webb, Vermont assistant extension editor.

#### FOUR-COLOR CUTS

Joe Duncan, Michigan State College bulletin editor, has put out some bulletins and folders with outstanding four-color process cuts. One of these publications is Michigan Experiment Station Circular Bulletin 200, "Fruit Purees." We sent you a sample copy in February.

Joe tells us that the cost of making a complete set of electrotypes of the plates used in this bulletin will be about \$60. If you would like to use these color reproductions, get in touch with him. Twenty thousand copies of the bulletin cost \$2,250, which included the cost of the halftones.

"Our college photographer made the Kodachrome transparencies," Joe tells us. "In the future I expect to use a Detroit color photographer for all subjects that I hope to reproduce by the four-color process method. This photographer, Jeffery White, is the dean of Michigan color photographers. He charges \$125 for the first picture and \$75 for each additional picture made at the same time. This fee, however, includes four-color process separation negatives and an 8- by 10-inch positive. His work is guaranteed and when one takes three or four

pictures at a time, the saving due to having better separation negatives amounts to around \$65 to \$70 per picture. Thus, the extra cost of having him take three or four pictures amounts to only about \$20 per picture."

#### HOMEMAKER READERSHIP STUDY

Most of the homemakers who get Connecticut's monthly extension paper, "With the Connecticut Homemaker," read every issue, a door-to-door survey of representative "subscribers" showed.

The survey was made last year by the Connecticut home demonstration staff to see whether the publication should be continued, and to learn how it might be made most effective. It was supervised by Mrs. Ruth R. Clark, State home demonstration leader, and Miss Ida C. Mason, of the Federal Extension office.

The survey showed that more than half of the women who read the publication read over half of the stories in each issue. Nearly half of the readers followed recommended practices. Other useful information on readership and reader preferences was obtained.

The results, reported by Mrs. Clark and Miss Mason, have been mimeographed under the title "Effectiveness of 'With the Connecticut Homemaker.'" If you would like a copy, we'd suggest writing to Mrs. Clark at Storrs, Conn.

#### FIRST STEP WITH AUTHORS

Jean Scheel, Oregon extension specialist in information methods, sent in several bulletins for analysis and reported that "work is now under way for developing a program to produce more readable publications. Since it is not possible for the college editor with the existing facilities to undertake extensive rewriting of manuscripts, we feel that our first step toward improving readability of publications must lie with the authors."

"We therefore are planning a meeting of all extension specialists as soon as the necessary data are available, at which we will explain the subject of readability and how it applies to their preparation of manuscripts."

We think Jean strikes pay dirt when he picks work with the authors as the first step in publications improvement.

